

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G522	Strategic Management Approaches	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The objective of the course is to familiarize the students with different approaches, tools and principles of strategic management.
Content	
References	Exploring Corporate Strategy, 2009. G.Johnson, K.Scholes, R.Whittington Prentice Hall. Strategy: Theory and Practice, 2012. S.R.Clegg, C. Carter, M. Kornberger & J. Schweitzer. Sage Whipp,1999 “Creative deconstruction: Strategy and organizations” (Eds) S.R.Clegg, C.Hardy & W.R. Nord Managing Organizations : Current Issues Sage:UK. Handy, C. 2002 « What’s a business for ? » Harvard Business Review, 49-55. Anthony, P.D. 2005. « Management Ideology »( Eds) C.Grey& H. Willmott Critical Management Studies Oxford :UK

## Theory Topics

Week	Weekly Contents
1	Introduction
2	Basic Concepts in Management
3	The Evolution of “Strategy” Concept
4	Strategic Segmentation
5	Environmental Scanning and Industry Analysis
6	Internal Scanning: Organizational Analysis
7	Synthesis
8	Strategy Formulation
9	Strategy Formulation
10	Strategy Implementation
11	Mid term exam
12	Presentation
13	Presentation
14	Presentation